



COMMUNITY ENGAGEMENT STATEMENT OF INTENT

INTRODUCTION

To achieve its ambitions, Caistor Town Council wants to work closely with the public – residents, communities, businesses and voluntary organisations. Its aim is to engage with its residents and encourage their participation in decision making, securing better services, being engaged with the local democratic process and creating a more active and informed community.

AIMS

The Council strives to undertake the following:

To enable an involved, empowered and active community through:

- (i) Engage with all members of the community including elderly and vulnerable members
- (ii) Seeking the views of young people

To communicate information to its community clearly, factually and appropriately through:

- (i) Maintaining an up-to-date and accessible Council website
- (ii) Using social media where appropriate
- (iii) Communicating in plain English and avoiding government jargon
- (iv) Following a consistent corporate identity (design/logo)

To improve its communication with its partners and stakeholders and co-ordinate its community engagement efforts through:

- (i) Supporting the role and functioning of the local Unitary Authority;

To raise the image and reputation of the Council through:

- (i) Inviting residents to be actively involved in our meetings via the public forum
- (ii) Publicising the Annual Town Meeting
- (iii) Promoting the Council website and social media platforms
- (iv) Inviting community groups to provide information for the Council website
- (v) Issuing press releases covering activities of the Council
- (vi) Encouraging Councillors to take an active role in community activities

To support Councillors in their role as Community Leaders through:

- (i) Enabling new councillors access to the councillor portal
- (ii) Uploading of agendas & minutes on the Council website
- (iii) Encouraging Councillors to attend community organisations and Town group meetings
- (iv) Develop training plans to support councillor development

To ensure staff align with council priorities through:

- (i) Conducting regular staff appraisals
- (ii) Encouraging staff to provide input into the decision making process
- (iii) Encouraging staff to actively represent the interest of the Council at community events

ENGAGEMENT

Listed below are the individuals/organisations which the Council wishes to actively engage with:

- West Lindsey District Council
- Lincolnshire County Council
- Town and Parish Councils bordering Caistor
- Caistor Schools
- Caistor Community Groups
- Faith based organisations in Caistor
- Residents
- Business's in Caistor
- Lincolnshire Association of Local Councils

HOW CAN THE SUCCESS BE MEASURED ?

- Increased public awareness:** Measured by surveys on whether residents feel informed about Council activities.
- Public engagement:** Number of residents attending meetings or engaging with consultations.
- Responsiveness:** Percentage of complaints or queries acknowledged and addressed within a set timeframe.
- Trust and reputation:** Resident satisfaction surveys on Council effectiveness and transparency.
- Participation:** Growth in resident involvement in town meetings, public forums, or volunteering initiatives.

ACTION PLAN

Minutes	Ensure copies of minutes are available on the Council website	Staff	Ongoing
Office Availability	Available at all reasonable hours by telephone and email.	Staff	Ongoing
Annual Town Meeting	Publicise meetings on notice boards, websites, Facebook.	Staff	Ongoing
Public Forum	Encourage residents to raise any matters of interest or concern via the public forum part of Full Council	Staff & members	Monthly
Noticeboards	Regularly update noticeboards with council & community activities	Staff & members	Ongoing
Website	Maintain website with info on council services & activities	Staff & members	Ongoing
Businesses	Engage with the businesses and business organisations	Staff & members	Ongoing
Local Democracy	Encourage Residents to both vote at and stand for the Council in Local Council elections	Staff & Members	Ongoing but high priority in the six months leading to local council elections
Press	Liaise regularly with the press sending details of council meetings and council activities	Staff	Ongoing
District and County Councillors	Maintain contact with District and County Councillors to ensure sharing of information	Staff & members	Ongoing